

**DEPARTMENT OF VISUAL COMMUNICATION**  
**Program for B.Sc. Visual Communication (SF) – CBCS – 2015-2016**

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Mar ks
1	I	XXX xxxx	TAM/FRE/HIN	3	2	30
1	II	ENS 1201	Conversational Skills	3	2	30
1	III C	BVC 1521	Introduction to Visual Communication (T)	5	5	75
1	III C	BVC 1421	Visual Literacy (T)	4	4	60
1	III C	BVC 1423	Drawing (P)	4	4	60
1	III S	BVC 1425	Advertising and Public Relations (T)	5	4	60
1	IV NME	BVC 1221	New Media (T)	3	2	30
1	IV LS I	BVC 1223	Life Skills – I	3	2	30
			<b>Total</b>	<b>30</b>	<b>25</b>	<b>375</b>
2	I	XXX xxxx	TAM/FRE/HIN	3	2	30
2	II	ENS 1202	Reading & Writing Skills	3	2	30
2	III C	BVC 1532	Fundamentals of Photography(T)	5	5	75
2	III C	BVC 1422	Graphic Design - I (T)	4	4	60
2	III C	BVC 1424	Graphic Design –II (P)	4	4	60
2	III S	BVC 1426	Media Management (T)	5	4	60
2	IV NME	BVC 1222	Media Education (T)	3	2	30
2	IV LS II	BVC 1224	Life Skills – II	3	2	30
2	V	XXX xxxx	Ext. Activity NSS/NCC/PED/SLP		1	15
			<b>Total</b>	<b>30</b>	<b>25+1</b>	<b>390</b>
3	I	XXX xxxx	TAM/FRE/HIN	3	2	30
3	II	ENS 2201	Study Skills	3	2	30
3	III C	BVC 2531	Film Studies (T)	5	5	75
3	III C	BVC 2523	Theatre and Cinema (T)	5	5	75
3	III C	BVC 2527	Sound Image (T)	5	5	75
3	III C	BVC 2427	Practical Photography (P)	4	4	60
3	III S	BVC 2431	Screen Writing (P)	5	4	60
			<b>Total</b>	<b>30</b>	<b>27</b>	<b>405</b>
4	I	XXX xxxx	TAM/FRE/HIN	3	2	30
4	II	ENS 2202	Career Skills	3	2	30
4	III C	BVC 2432	Audio Production (P)	4	4	75
4	III C	BVC 2532	Theories of Communication (T)	6	5	60
4	III C	BVC 2534	Fiction and Film (T)	6	5	75
4	III C	BVC 2536	Video Editing (P)	4	5	75
4	III S	BVC 2434	Cinematography	4	4	60
4	V	XXX xxxx	Ext. Activity NSS/NCC/PED/SLP		1	15
			<b>Total</b>	<b>30</b>	<b>27+1</b>	<b>420</b>

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Marks
5	III C	BVC 3621	Television Production (T)	6	6	90
5	III C	BVC 3529	Visual Analysis (T)	5	5	75
5	III C	BVC 3633	2 D Animation (P)	6	6	90
5	III C	BVC 3627	Media Production (P)	6	6	90
5	IV LS III	BVC 3225	Practical Theatre	3	2	30
5	IV	BVC 3200	Environmental studies (T)	4	2	30
			<b>Total</b>	<b>30</b>	<b>27</b>	<b>405</b>
6	III C	BVC 3632	Media Laws and Ethics (T)	6	6	90
6	III C	BVC 3634	3 D Animation (P)	6	6	90
6	III C	BVC 3532	Internship (P)	5	5	75
6	III C	BVC 3636	Short Film Making (P)	6	6	90
6	IV	HVS 3200	Human Value Development(T)	4	2	30
6	IV LS IV	BVC 3226	Art from Anything	3	2	30
			<b>Total</b>	<b>30</b>	<b>27</b>	<b>405</b>

Courses offered to Non – Major students by the Department of Visual Communication (UG)

**Supportive**

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Marks
1	III	BVC 1425	Advertising and Public Relations (T)	5	4	60
2	III	BVC 1426	Media Management (T)	5	4	60
3	III	BVC 2431	Screen Writing	5	4	60
4	III	BVC 2430	Cinematography	4	4	60

Courses offered to Non – Major students by the Department of Visual Communication (UG)

**Non-Major Elective**

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Marks
1	IV NME	BVC 1221	New Media (T)	3	2	30
2	IV NME	BVC 1222	Media Education (T)	3	2	30

**Life Skill Courses**

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Marks
1	IV LS I	BVC 1223	Font making and crafting (P)	3	2	30
2	IV LS II	BVC 1224	*Digital Photography (P)	3	2	30
5	IV LS III	BVC 3225	Practical Theatre (P)	3	2	30
6	IV LS IV	BVC 3226	*Art from Anything (P)	3	2	30

## **Programme Specific Outcomes (PSOs) for B. Sc Visual Communication**

**Upon completion of the program, graduates will be able to**

1. Conceptualize the basic concepts, applied techniques and advanced applications of visual communication and also update its developments
2. Contribute skills for effective representation of issues, challenges and solutions in media
3. Communicate the ideas, experiences and expectations in vernacular language, communicative language and visual forms in this media centered community
4. Pursue higher studies in advertising, animation, journalism, communication, mass communication, visual communication and other multidisciplinary courses to progress further in carrier
5. Perform in media field for media production, media management and media education
6. Employ creativity individually or collectively in media centered careers and execute action research in techno savvy and eco friendly approaches in media
7. Explore, educate and equip themselves in this media centered century
8. Pursue higher studies in global context in this communication centered century
9. Contribute to the upliftment of society by utilizing media laws, media ethics and media education
10. Implement communication technologies with social, ethical and legal responsibility for the betterment of society

## Mapping of Course Outcomes (COs) with Programme Specific Outcomes (PSOs)

Courses	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
BVC1521	✓	✓	✓	✓			✓		✓	
BVC1421	✓	✓	✓	✓	✓				✓	
BVC1423	✓	✓	✓		✓	✓			✓	
BVC1425		✓	✓	✓	✓	✓	✓		✓	✓
BVC1221	✓	✓	✓	✓	✓	✓	✓	✓		
BVC1223		✓	✓		✓	✓	✓		✓	
BVC1532	✓	✓	✓	✓	✓	✓	✓	✓		
BVC1422		✓	✓	✓	✓	✓		✓	✓	
BVC1424		✓	✓	✓	✓	✓		✓	✓	✓
BVC1426		✓	✓	✓	✓	✓		✓		
BVC1222		✓	✓	✓	✓	✓	✓	✓		
BVC1224			✓	✓	✓	✓			✓	✓
BVC2531			✓	✓	✓	✓	✓	✓	✓	✓
BVC2523					✓	✓	✓	✓	✓	✓
BVC2527		✓	✓	✓	✓	✓	✓			
BVC2427		✓	✓	✓	✓	✓	✓			
BVC2431	✓	✓	✓	✓	✓	✓	✓			
BVC2432			✓	✓		✓		✓	✓	✓
BVC2532	✓	✓	✓	✓	✓				✓	✓

BVC2534				✓	✓	✓	✓		✓	✓
BVC2536		✓		✓	✓	✓		✓	✓	
BVC2434		✓		✓	✓	✓		✓	✓	
BVC3621	✓	✓	✓	✓	✓		✓	✓		
BVC3529	✓	✓	✓	✓			✓		✓	
BVC3633		✓	✓	✓	✓	✓		✓		
BVC3627	✓	✓	✓	✓	✓		✓	✓		
BVC3225			✓	✓	✓	✓		✓	✓	
BVC3200		✓			✓	✓	✓		✓	✓
BVC3632		✓			✓	✓	✓		✓	✓
BVC3634		✓	✓	✓	✓	✓		✓		
BVC3532			✓	✓	✓	✓		✓	✓	✓
BVC3636				✓	✓	✓	✓		✓	✓
BVC3226		✓			✓	✓	✓		✓	✓

### Mapping of Programme Specific Outcomes (PSOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
PSO1	✓	✓		✓	✓			✓	✓	
PSO2	✓		✓	✓		✓		✓	✓	
PSO3	✓	✓	✓		✓		✓			✓
PSO4	✓	✓		✓	✓		✓		✓	
PSO5	✓	✓	✓	✓			✓			✓
PSO6		✓	✓		✓			✓	✓	✓
PSO7	✓	✓	✓		✓	✓	✓			
PSO8	✓		✓	✓	✓		✓	✓		
PSO9	✓			✓		✓	✓		✓	✓
PSO10		✓	✓		✓		✓	✓	✓	

## **BVC 1521 Introduction to Visual Communication 5 Hours/ 5Credits**

### **Course Objectives:**

This course is designed to introduce the basic concepts of visual communication. It is also designed to focus the usage of models of communication and body language. It is as well designed to provide the applied concepts of visual power.

### **Course Outcomes:**

#### **At the end of the course the students will be able to:**

- i. Recognize the basic concepts of communication and visual communication
- ii. Explain visual culture, power and pleasure
- iii. Use body language in communication
- iv. Differentiate the aspects of communication and visual communication
- v. Evaluate the models of communication

### **Unit I**

Communication - Definition - Origin - Importance of communication - Essentials of communication - Types of communication - Functions and barriers of communication - Verbal and nonverbal communication

### **Unit II**

Communication models and Body language - Various models of communication - SMCR Model - Lasswell model - Shannon and Weaver Model - Wilbur Schramm model - Osgood Model - Helical Dances model - Aristotle model - George Gerbner Model - Body language and its main aspects

### **Unit III**

Visual communication - Definition - Origin – Elements - Advantages and disadvantages - Scope of visual communication

### **Unit IV**

Sensation and perception - Learning and thinking - Human intelligence - Aptitude and personality - Motivation and creativity

## Unit V

Visual culture - Visualizing - Visual power - Visual pleasure - Picture - Semiotics - Signs of symbols

### Evaluation Pattern:

End of semester exams will be conducted for 100 marks.

### Reference Books:

1. Keval .J. Kumar, 2013, Mass Communication in India, Jaico Publishing House, Mumbai, India
2. Seema Hasan, 2016, Mass Communication: Principles and Concepts, CBS Publishers and Distributors PVT Ltd, New Delhi, India
3. Denis Mcquail, 2011, Mass Communication Theory (Sixth edition), Sage Publications Ltd, New Delhi, India
4. Susan.B.James, 2017, An Introduction to Visual Communication, Peter Lang Publications, Oxford, USA
5. Jonathan Finn, 2011, Visual Communication and Culture, OUP Canada, Toronto, Canada

Bloom's Taxonomy	Course outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing				4	
K5: Evaluating					5
K6: Creating					

**Mean: 3**



**BVC 1421**

**Visual Literacy**

**4Hours/ 4Credits**

**Course Objectives:**

This course intends to introduce the current concepts of visual literacy. It also intends to concentrate the usages of basic perspectives, rules of composition and medium used for drawing. It is as well designed to provide the applied concepts of drawing of human anatomy.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the current concepts of visual literacy
- ii. Describe color theory and its application
  - iii. Utilize different drawing medium
  - iv. Analyze the role of light and shade
- v. Evaluate the rules of composition and design the drawing of human anatomy

**Unit I**

Visual Literacy - Introduction to Art - Elements of art - Dot - Line - Shape - Form - Color - Texture - Principles of art - Harmony - Balance - Rhythm - Proportion

**Unit II**

Perspective - Horizon Line - Vanishing point - Dimensions - One point - Two points - Three points - Aerial - Curve Linear - Color theory

**Unit III**

Reading the Image - Perception - Light and Shade - Composition - Rules of composition - Golden Spiral - Rule of thirds

**Unit IV**

Medium used in Drawing - Charcoal - Water color - Poster color - Oil Color - Acrylic color - Mixed media - Drawing techniques using mediums

## Unit V

Human Anatomy - Heads - Hands - Body - Legs - Feet - Structures and postures - Facial Expression - Movement in drawing

### EvaluationPattern:

End of semester exams will be conducted for 100 marks

### ReferenceBooks:

1. Margaret S.Livingstone, 2014, Vision and Art, Harry N. Abrams, New York, USA.
2. Tim Stafford, 2011, Teaching Visual Literacy in the Primary Classroom, Taylor & Francis Ltd, Bangalore, India
3. David Sibbet, 2013, Visual Leaders: New Tools for Visioning, Management, & Organization Change, Wiley India Private Limited, New Delhi, India
4. Amy E. Herman, 2017, Visual Intelligence: Sharpen Your Perception; Change Your Life, 2017, Eamon Dolan/Mariner Books, New Delhi, India
5. UviPoznansky, 2017, Inspired by Art: Fall of a Giant, Amazon Digital services, New Delhi, India

Bloom's Taxonomy	Course outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing				4	
K5: Evaluating					5
K6: Creating					5

Mean:4

**BVC 1423**

**Drawing**

**4Hours/ 4 Credits**

**Course Objectives:**

This course aims to provide hands on experience in drawing. It also aims to focus on the usages of basic perspectives, color theory and composition. It aims as well to provide the applied concepts of medium used for drawing.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the practical concepts of drawing
  - ii. Classify visual perspectives
- iii. Utilize basic colors in drawing
  - iv. Compare the effects of acrylic and water colors in drawing
- v. Evaluate the ancient drawing patterns and design new drawing patterns

**Unit I**

Dot – Line – Shape – Form - Texture

Perspective - One point - Two Points - Three Points

**Unit II**

Color - Primary - Secondary - Tertiary - Warm - Cool - Color Wheel

**Unit III**

Still Life – Landscape

**Unit IV**

Water Color – Oil Color – Acrylic Color

**Unit V**

Mixed Media – Creative Composition

Visit to Museum, Art Gallery, and Historical Places and Outdoor study

**Evaluation Pattern:**

Students should maintain two records. One record should be maintained for class work and another record should be maintained for homework. On the basis of presentation in records, the continuous internal assessment will be carried out.

**Reference Books:**

1. Milind Mulick, 2015, Watercolor Landscapes Step by Step, Jyotsna Prakashan, India
2. Jacquelyn Descanso, 2015, Drawing and Sketching Portraits: How to Draw Realistic Portraits for Beginners, Create space Independent Publishing Platform, New Delhi, India
3. Mark Linley, 2010, How to Draw Anything: Landscapes, People, Animals, Cartoons, Little, Brown Book Group, UK
4. Vikram Editorial Board, 2007, Pencil Shading, First Edition, Vikram Book Links PVT Ltd., New Delhi, India
5. Pratap Mulick, 2006, Sketching, Jyotsna Prakashan, India
6. Barber & Barrington, 2010, The Fundamentals of Drawing in Color, London: Archturus Publishing Limited, UK

<b>Bloom's Taxonomy</b>	<b>Course outcomes</b>				
	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>K1: Remembering</b>	<b>1</b>				
<b>K2: Understanding</b>		<b>2</b>			
<b>K3: Applying</b>			<b>3</b>		
<b>K4: Analyzing</b>				<b>4</b>	
<b>K5: Evaluating</b>					<b>5</b>
<b>K6: Creating</b>					<b>5</b>

**Mean:4**

**BVC 1425     Advertising and Public Relations     5 Hours/ 4Credits**

**Course Objectives:**

This course intends to introduce the basic concepts of advertising. It also intends to focus on the role of products, audience, budget, brands and advertising agency in advertising. It intends as well to provide the contemporary concepts of public relations, press conferences and publicity.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the basic concepts of advertisement and public relations
- ii. Describe the structure and function of ad agency
- iii. Execute product promotional activities through media
- iv. Compare the flexibility of media in different fields
- v. Plan PR campaign

**Unit I**

Advertising - Definition - History of advertising - Functions of advertising - Types of advertising - Elements of advertising: Slogan - Headline - Sub headline - Illustration - Copy - Product - Trademark - Layout

**Unit II**

Product - Types of product - Product life cycle - Target audience - Types of audience - Branding - Brand image - Brand positioning - Market segmentation - Appeals - Sales promotion

**Unit III**

Advertising budget -- Media vehicle -- Types of media vehicle - Selection of media - Planning and classification - Ad agency - Types of ad agency - Structure and Function of ad agency

## Unit IV

Public Relations-History - Role and meaning - Qualities of Public Relations Officer-Procedure to conduct Public Relations Campaign - Importance of Public Relations - Codes of ethics of Public Relations - Role of photography in Public Relations

## Unit V

Principles of Public Relations - Methods of Public Relations (Tools) - Press Release - Press Conferences - Public Relations in Government sector - Public Relations in Private sector - Public Opinion - Propaganda - Publicity

### Evaluation Pattern:

End of semester exams will be conducted for 100 marks

### Reference Books:

1. Seema Hasan, 2013, Mass Communication : Principles and Concepts, Second edition, CBS Publishers & Distributors, India
2. Chaunawalla, 2000, Advertising Theory and Practice, Himalaya Publishing House, India
3. Ruchi Gupta, 2012, Advertising Principles and Practice, Chand & Company Ltd, India
4. Shelly Rodgers & Esther Tharson, 2017, Digital Advertising, Routledge, UK
5. Kruti Shah, 2014, Advertising and Integrated Marketing Communications, Mc Graw hill, India

Bloom's Taxonomy	Course outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing				4	
K5: Evaluating					
K6: Creating					5

Mean: 3

**BVC 1221**

**New Media**

**3 Hours/ 2 Credits**

**Course Objectives:**

This course is aimed at introducing the basic concepts of new media. It is also aimed at concentrating on the role, characteristics and impacts of social media and social networking. In addition, it is aimed at providing the current concepts of mobile communication, E – publishing and use of new media in the field of education.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the fundamental concepts of new media
- ii. Explain socialization and impacts of social media
- iii. Apply social media for social networking, education and entertainment
- iv. Compare and evaluate traditional and online readings
- v. Plan for E publishing

**Unit I**

New media - Definition - Characteristics of new media (Five C's - Communication, Collaboration, Community, Creativity and Convergence) - Importance of new media in contemporary era

**Unit II**

Socializing - Definition - Importance of socialization in digital age - Role of New media in socialization - Social Media and its influence

**Unit III**

Social Networking - Types of social networking - Characteristics of social networking - Positive and negative factors of social networking - Social networking and its impact on youth

## Unit IV

E publishing - E books - Traditional reading and online reading - Job opportunities in E publishing - Mobile communication

## Unit V

Role of new media in Education - Entertainment - Politics and Journalism - New media technologies - Blogs and Wikis

### Evaluation Pattern:

End of the semester exams will be conducted for 60 marks in theory part. Continuous Internal Assessment will be carried out for 40 marks. The marks obtained will be added up.

### Reference Books:

1. Manning Christopher, Raghavan Prabhakar &SchutzeHinrich, 2008, Introduction to Information Retrieval (First Edition), Cambridge University Press India Private Limited, India
2. Ursula Smartt, Media & Entertainment Law, 2017, Routledge, Third Edition, New Delhi, India
3. Ernest Watson Burgess, 2018, The Function of Socialization in Social Evolution, Palala Press,
4. Norman J. Medoff, Barbara K. Kaye, Electronic media :Then, now and later, Second Edition, Taylor & Francis, UK

Bloom's Taxonomy	Course outcomes				
	CO1	CO2	CO3	CO4	CO5
<b>K1:</b> Remembering	1				
<b>K2:</b> Understanding		2			
<b>K3:</b> Applying			3		
<b>K4:</b> Analyzing				4	
<b>K5:</b> Evaluating					5
<b>K6:</b> Creating					5

Mean: 4



**BVC 1223**

**Font Making and Crafting**

**3Hours/ 2Credits**

**Course Objectives:**

This course is designed to provide hands on experience in font making and crafting. It is also designed to focus on the usages of dot, line, shape, form and color in calligraphy writing. It is as well designed to provide the applied concepts in guidelines and process of stencil cutting.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the functional concepts of font making and crafting
- ii. Classify the different types of fonts
- iii. Use dot, line, shape, forms and color to make fonts
- iv. Analyze the stencil cutting process
- v. Evaluate the process the font formation and createnew fonts

**Unit I**

Type - Size - Style -Form

**Unit II**

Calligraphy - Practical

**Unit III**

Dot - Line -Shape - Form - Color

**Unit IV**

Harmony - Balance - Rhythm - Symmetry - Proportion

**Unit V**

Stencil cutting of the letters

**Evaluation Pattern:**

Continuous Internal Assessment will be made on the basis of class work and homework.

**Reference Books:**

1. Margaret Shepherd, Learn Calligraphy, 2001, Random House USA Inc., USA
2. Milind Mulick, 2015, Watercolour Landscapes Step by Step, Jyotsna Prakashan, India
3. Jacquelyn Descanso, 2015, Drawing and Sketching Portraits: How to Draw Realistic Portraits for Beginners, Create space Independent Publishing Platform, New Delhi, India
4. Mark Linley, 2010, How to Draw Anything : Landscapes, People, Animals, Cartoons, Little, Brown Book Group, UK

<b>Bloom's Taxonomy</b>	<b>Course outcomes</b>				
	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>K1: Remembering</b>	<b>1</b>				
<b>K2: Understanding</b>		<b>2</b>			
<b>K3: Applying</b>			<b>3</b>		
<b>K4: Analyzing</b>				<b>4</b>	
<b>K5: Evaluating</b>					<b>5</b>
<b>K6: Creating</b>					<b>5</b>

**Mean:4**

**BVC 1532**

**Fundamentals of Photography**

**5 Hours/5 Credits**

**Course Objectives:**

This course is designed to introduce the contemporary concepts of photography. It is also designed to focus the applications of lighting, filters, pixels, resolution and composition in photography. In addition, it is designed to provide the applied concepts of photography for their usage in various fields and photo manipulation.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the contemporary concepts of photography
- ii. Explain the basics, working and usage of camera
- iii. Classify the different types of lenses and filters
- iv. Compare the effects of shutter speed, aperture, ISO and depth of focus in photographs
- v. Evaluate and develop digital photographs

**Unit I**

Camera - Camera Vs Eye - Components of Camera - Types of Camera - Lens - Meaning - Types of lens - Prime lens - Normal lens - Wide angle lens - Telephoto Lens - Types of Special lens - Fish eye lens - perspective control lens - Micro lens - Macro lens.

**Unit II**

Photography - Definition - image - Pixels - Resolution - Composition - Rule of Third - Camera Controls - White balance - Shutter - Aperture - Light meter - Depth of field - Depth of focus - Focal length - ISO - Color in photography - RGB Color - CMYK Color

### Unit III

Lighting - Types of lighting - Three-point Lighting – Exposure - Under exposure - Over exposure - Sources to control the exposure - Filters - Usage of filters in camera -Types of filters - Polarizing filters - UV filters - ND Filters

### Unit IV

Photography in various fields - Product photography - Lighting for product photography  
Landscape photography - Wild life photography - Photo journalism - Candid photography -  
Night light photography - Street photography.

### Unit V

Digital photography – Imaging Techniques - Photo Manipulation – Usage of Adobe Photoshop for editing

### Evaluation Pattern:

End of semester exams will be conducted for 100 marks

### Reference Books:

1. DSLR for Beginners, 2015, Well Being Publishing House, Kindle Edition
2. Al Judge, 2014, Understanding DSLR Lenses, Subtle Vision Media, Kindle Edition
3. Al Judge, 2013, The Art of Photography, Subtle Vision Media, Kindle Edition
4. Al Judge, 2014, Mastering Digital Cameras, Subtle Vision Media, Second Edition
5. Scott Kelby, 2013, The Digital Photography, Second Edition, Peach pit Press, USA

Bloom's Taxonomy	Course outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding		2	3		
K3: Applying					
K4: Analyzing				4	
K5: Evaluating					5
K6: Creating					5

Mean: 4

**BVC 1422**

**Graphic Design - I (Theory) 4Hours/ 4 Credits**

**Course Objectives:**

This course aims to introduce the current concepts of graphic design. It also aims to concentrate on the usage of typography, image resolution and color modes in design. It aims as well to provide the applied concepts in designing layout and website.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the current concepts of graphic design
- ii. Describe images and their resolution
- iii. Apply color modes in designing
- iv. Compare and evaluate layout designs of different media
- v. Develop layouts of media

**Unit I:**

Design practices and process: Role of design in society - Graphic design process and Principles - Elements of graphic design: Sketching and Drawing - Color Modes - RGB - CMYK - Grey Scale

**Unit II:**

Using color modes in designing - Typography- Anatomy of letters - Serif - San Serif - Script Fonts - Text alignment and formatting - Paragraph spacing and rag

**Unit III:**

Type of images - Raster Vs Vector graphics - Image resolutions - Graphic design software and tools

**Unit IV:**

Principles of Layout Design: Theme and content - Types of layout - Layout composition - Color in layout - Design for publication - Layout of a newspaper - Layout for a magazine

## Unit V:

Media and Design: Advertising Design - Media Planning - Print Media - Electronic Media - New Media - Integrated methods of design: Kinds of events - Corporate Social Responsibility - Graphic Design for Interactive Media: Website Design - Gestalt for web design

## Evaluation Pattern:

End of semester exams will be conducted for 100 marks.

## Reference Books:

1. Adrian Shaughnessy, 2013, How to Be a Graphic Designer without Losing Your Soul, Princeton Architectural Press, New York, USA.
2. Robert Bringhurst, 2013, The Elements of Typographic Style: Version 4.0, Hartley and Marks Publishers, Canada.
3. Susan M. Weinschenk, 2014, 100 Things Every Designer Needs to Know about People, New Riders Publishing, San Francisco, USA.
4. David Airey, 2013, Logo Design Love: A Guide to Creating Iconic Brand Identities, 2013, Adams Media, UK.
5. Austin Kleon, 2014, Show Your Work: 10 Ways to Share Your Creativity and Get Discovered, Workman Publishing Company, USA.

Bloom's Taxonomy	Course outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing				4	
K5: Evaluating					5
K6: Creating					5

Mean: 4

**BVC 1424**

**Graphic Design - II (Practical) 4 Hours/ 4 Credits**

**Course Objectives:**

This course aims to provide hands on experience in graphic design. It also aims to focus on the usage of background designing, image editing and color concept. In addition, it aims to provide the applied concepts in designing visiting card, invitation, layouts of poster, advertisement, newspaper and magazine.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the applied concepts of graphic design
- ii. Classify the effects of colors in logo, visiting cards, layout of magazine and layout of advertisements
- iii. Apply colors in different background designs
- iv. Compare and evaluate different layouts and designs
- v. Design web page and app

**Unit I**

Background Design – Type

**Unit II**

Image Editing – Color Concept

**Unit III**

Logo – Visiting Card – Invitation

**Unit IV**

Poster layout - News paper layout - Magazine layout - Advertisement layout

## Unit V

Web page design - App design

### Evaluation Pattern:

Students should submit Practical Records of class work (Using Design Software) and home work (Manual Design work using pencil and poster color on paper) separately. On the basis of presentation in practical records, continuous internal assessment will be carried out.

### Reference Books:

1. The Adobe Photoshop Light Room Classic CC Book: Plus, an introduction to the new Adobe Photoshop Light room cc across desktop, web and mobile. 21 November 2017.
2. Adobe Photoshop cc Classroom in a book (2018 release) Kindle Edition. 22 December 2017.
3. Mastering Photoshop Masks: Professional Strength Image Editing Techniques for Photographers published September 2017.
4. Photoshop layers: Professional Strength Image Editing. Revised Jan 2018.
5. Adobe Light room cc and Photoshop cc for Photographers. 30 August 2016.

Bloom's Taxonomy	Course outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing				4	
K5: Evaluating				4	
K6: Creating					5

Mean: 3.8



**BVC 1426**

**Media Management**

**5Hours/ 4Credits**

**Course Objectives:**

This course intends to introduce the basic concepts of media management. It also intends to focus on advertising management, radio production management, television production management and internet management. In addition, it intends to provide the advanced concepts of E commerce.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the current concepts of media management
- ii. Explain advertising and advertising management
- iii. Compare the production units of electronic media
- iv. Judge the sales and marketing flexibility of different media
- v. Plan the procedures for sales through new media

**Unit I**

Origin and growth of media - Impact of mass media - Media audience - Media and society - Management - Management Vs Media

**Unit II**

Advertising management - Role of advertising within the market program - Marketing plan - Message strategy - Media strategy - Social advertising

**Unit III**

Radio - Technical function programming and production - Radio production and distribution - Station structure - Management: Sales - Programming - Engineering - Promotion

**Unit IV**

Television - Production - Structure of typical station - Cable - Operation - Management - Sales and marketing distribution - Studio Vs. Field production

## Unit V

Internet Management - Function of the internet - E- commerce, E- commerce components - E-commerce incentives - Sales on internet - Direct marketing on internet - Customer service and internet

### Evaluation Pattern:

End of semester exams will be conducted for 100 marks.

### Reference Books:

1. Kundra. S, Media Management, AnamolPrakashan, New Delhi, India
2. Ardyth Sohn Broadrick, Jan Wicks LeBlanc, Stephen Lacy & Angela Powers, Media Management: A casebook Approach (Second Edition), Routledge, UK
3. Alan Albarran, BozenaMierzejewska&Jaemin Jung, Handbook of Media Management and Economics (First Edition), Routledge, UK.
4. Bhatia Puneet, 2017, Fundamentals of Digital Marketing (First Edition), Pearson,
5. Kenneth E. Clow, Donald E. Baack, 2011, Integrated Advertising promotion and marketing communication (Third edition)

Bloom's Taxonomy	Course outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying					
K4: Analyzing				4	
K5: Evaluating					5
K6: Creating					5

Mean: 3.4

**BVC 1222**

**Media Education**

**3Hours/ 2 Credits**

**Course Objectives:**

This course aims to introduce the basic concepts of media education. It also aims to focus on media literacy, responsibility of mass media in sexuality, responsibility of mass media in violence, responsibility of mass media in life style and social responsibility of mass media. In addition, it aims to provide the contemporary concepts of the responsibility of mass media in educating children, youth and women.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the basic concepts of media education
- ii. Explain the responsibility of mass media
  - iii. Utilize mass media for education
  - iv. Compare traditional and computer literacy
  - v. Evaluate the impact of media in the life style of youth and emotional intelligence of women

**Unit I**

Media Education - Need for media education - Importance of media education - Old and new agendas in media education - Active and passive consumer

**Unit II**

Media Literacy - Concepts of media literacy - Traditional literacy - Media literacy defined by MIC - Computer literacy - Relationship among traditional and computer literacy

**Unit III**

Mass media - Role of Mass media in media education - Social responsibility of media towards educating the society - Media Violence – Media Appreciation – Media Criticism

## Unit IV

New Media - Impacts of new media - Role of media education towards adolescents and children

## Unit V

Media and sexuality - Women and media - Emotional intelligence of women towards media - Impacts of changing lifestyle among youth

### Evaluation Pattern:

End of the semester exams will be conducted for 60 marks in theory part. Continuous Internal Assessment will be carried out for 40 marks. The marks obtained will be added up.

### Reference Books:

1. Manning Christopher, Raghavan Prabhakar&SchutzeHinrich, 2008, Introduction to Information Retrieval (First Edition), Cambridge University Press, First Edition
2. Ursula Smartt, Media & Entertainment Law, 2017, Routledge, Third Edition, New Delhi
3. Ernest Watson Burgess, The Function of Socialization in Social Evolution, 2018, Palala Press
4. David Lusted, 1991, The Media Studies Book, Routledge, First Edition, New York, United States of America.
5. Norman J. Medoff, Barbara K. Kaye, 2005, Electronic media: Then, now and later, Second Edition, Taylor & Francis, UK

Bloom's Taxonomy	Course outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing				4	
K5: Evaluating					5
K6: Creating					

Mean: 3

**BVC 1224**

**Digital Photography**

**3Hours/ 2 Credits**

**Course Objectives:**

This course aims to provide hands on experience in photography. It also aims to focus on the applications of lighting, filters, pixels, resolution and composition in photography. In addition, it aims to provide hands on experience in taking photo with necessary lightings, red eye reduction and built in effects.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the applied concepts of photography
- ii. Explain the basics, working and usage of digital camera
- iii. Apply the effects of lightings and filters
- iv. Compare the effects in photographs with variation in shutter speed, aperture, ISO and depth of focus
- v. Evaluate and develop digital photographs by using software

**Unit I**

Composition - Camera Care and Maintenance

**Unit II**

Landscape - Architecture

**Unit III**

Function photo - Passport photo – Portrait, Selfie taking methods.

**Unit IV**

Sports or Fast-moving object photo

**Unit V**

Photos in available light - Photos with flash - Red Eye Reduction - Close up (Macro) photo -

Photos using built in effects - Camera edit

### **Evaluation Pattern:**

Students should submit digital photos for continuous internal assessment of 75 marks. The marks obtained out of 75 in internal assessment and the marks obtained out of 25 in external examination will be added up.

### **Reference Books:**

1. DSLR for Beginners, 2015, Well Being Publishing House, Kindle Edition
2. Al Judge, 2014, Understanding DSLR Lenses, Subtle Vision Media, Kindle Edition
3. Al Judge, 2013, The Art of Photography, Subtle Vision Media, Kindle Edition
4. Al Judge, 2014, Mastering Digital Cameras, Subtle Vision Media, Second Edition
5. Scott Kelby, 2013, The Digital Photography, Second Edition, Peach pit Press: USA
6. Rick Sammons, 2004, Complete guide to Digital Photography, W.W. Norton & Company Inc.,

<b>Bloom's Taxonomy</b>	<b>Course outcomes</b>				
	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>K1: Remembering</b>	<b>1</b>				
<b>K2: Understanding</b>		<b>2</b>			
<b>K3: Applying</b>			<b>3</b>		
<b>K4: Analyzing</b>				<b>4</b>	
<b>K5: Evaluating</b>					<b>5</b>
<b>K6: Creating</b>					<b>5</b>

**Mean: 4**

**BVC 2531**

**Film Studies**

**5 Hours / 5 Credits**

**Course Objectives:**

This course is designed to introduce the applied concepts of films. It is also designed to focus the developments of world cinema, Tamil cinema and ISM in cinema. In addition, it is designed to provide the contemporary concepts of narrative structure, film genre and film appreciation.

**Course Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize applied concepts of film studies
- ii. Describe impacts of cultural movement in cinema
- iii. Compare narrative structure of Tamil and World cinemas
- iv. Evaluate trends of Tamil and World cinemas
- v. Perform film appreciation, criticism and analysis of Tamil cinema

**Unit I**

Introduction to world cinema - History of world cinema - Lumiere Brothers - Thomas Alwa Edison - Cinematograph - Kinetoscope - The Birth of Nation - Pudovkin - Kulasev effect - D.W. Griffith

**Unit II**

Introduction to Tamil cinema - First talkie movie in Tamil - Samikannu Vincent - Nataraja Mudhaliyar - Directors of 80's Tamil cinema - K. Balachander - Mahendran - Bharathiraja - Manirathnam - Balumahendra

**Unit III**

ISM in cinema - Realism - Surrealism - German Expressionism - French impressionism and soviet montage - Italian neo realism - French new wave - Modernism - Postmodernism

#### **Unit - IV**

Narrative structure - Linear narrative structure - Non linear narrative structure - Time and space in cinema - Film genre - Historical - Periodical - Horror - Action - Documentary - Music - War - Sci-Fi

#### **Unit - V**

Film Appreciation - Film Criticism - Film Analysis - Film Critics - Roles and Responsibility - CBFC - Types of Audiences.

#### **Evaluation Pattern:**

End of semester exams will be conducted for 100 marks.

#### **Reference Books:**

1. Jill Nelmes, 2011, Introduction to Film Studies, Routledge, New Delhi, India
2. Annette Kuhn & Guy Westwell, 2012, A Dictionary of Film Studies, Oxford University Press, Oxford, United Kingdom
3. Ahmed Omar, Studying Indian Cinema, Penguin, Auteur Publishing
4. Andre Bazin, 2004, What is Cinema? First Edition, University of California Press, USA
5. David Bordwell, 2007, Poetics of Cinema, First Edition, Routledge

<b>Bloom's Taxonomy</b>	<b>Course outcomes</b>				
	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>
<b>K1: Remembering</b>	<b>1</b>				
<b>K2: Understanding</b>		<b>2</b>			
<b>K3: Applying</b>					
<b>K4: Analyzing</b>			<b>3</b>		
<b>K5: Evaluating</b>				<b>4</b>	<b>5</b>
<b>K6: Creating</b>					

**Mean: 3**



**BVC 2523**

**Theatre & Cinema**

**5 Hours / 5 Credits**

**Course Objectives:**

This course aims to introduce the current concepts of theatre and cinema. It also aims to concentrate on the trends of development of theatre, traditional forms of theatre and theatre script. In addition, it aims to provide the applied concepts of set design, costume design and lighting design along with production of plays.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize current concepts of theatre and cinema
- ii. Explain diverse aspects of theatre and theatre script
- iii. Analyze trends of development of theatre and cinema
- iv. Evaluate act and theatre script
- v. Plan set, costume, lighting and stage for different plays

**Unit I**

Theatre - Definition - Elements of theatre - Theatre as an art and performance - Cinema - definition - Elements of cinema - Crossroads between theatre and cinema - Types of theatre (Proscenium, Thrust and End) - Audience - Types of audience - Audience role in theatre performance

**Unit II**

History of Indian theatre - Theatre in Ancient India - Theatre in Medieval India - Contemporary Indian theatre - History of Indian cinema - Traditional theatre forms - Nautanki - Rasaleela - Tamasha - Koodiyattam - Yakshagana - Therukoothu - Forms of Theatre - Environmental theatre - Political theatre - Absurd theatre - Globe Theatre (Shakespeare Theatre)

**Unit III**

Theatre script - Playwright - Theatre crew members - Duties and responsibilities - Elements of playwright - Acting - Stanislavski approaches towards acting

## Unit IV

Theatre craft - Set Design - Costume Design - Types of Costumes - Lighting Design - Stage lighting - Makeup and props - Sound Design

## Unit V

Plays Production - Choosing a play reading - Pre rehearsal period - Rehearsal period - Run through grand rehearsal - Performance

### Evaluation Pattern:

End of semester exams will be conducted for 100 marks.

### Reference Books:

1. Constantin Stanislavsky, 2013, An Actor Prepares, Aristophanes Press, Asia - Pacific Holdings Private Limited
2. Cocteau Jean, The Art of Cinema, Marion Boyars Publishers Ltd.
3. Jill Nelmes, 2011, Introduction to Film Studies, Routledge, New Delhi, India
4. Annette Kuhn & Guy Westwell, 2012, A Dictionary of Film Studies, Oxford University Press
5. Alan Read, 2018, Theatre in the Expanded Field: Seven Approaches to Performance, Methuen Drama, India
6. Thomas H. Dickinson, 2018, The Insurgent Theatre, Trieste Publishing

Bloom's Taxonomy	Course outcomes				
	CO 1	CO 2	CO 3	CO 4	CO 5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying					
K4: Analyzing			3		
K5: Evaluating				4	
K6: Creating					5

Mean: 3

**BVC 2522**

**Sound and Image**

**5 Hours / 5 Credits**

**Course Objectives:**

This course intends to introduce the basic concepts of sound and image. It also intends to focus on the properties of music, musical elements and musical styles. In addition, it intends to provide the contemporary concepts of music production, recording, editing and application

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the basic concepts of sound and image
- ii. Explain musical styles and genres
- iii. Apply recording, editing, mixing and mastering procedure
- iv. Compare and evaluate Indian, western and classical musical style
- v. Develop sound designs for visual genre

**Unit I**

History of Sound Recording - Different era in sound recording - Cylindrical phonograph - Gramophone - Magnetic tape - Stereo audio - Analog and Digital Recording - Audio recording medium

**Unit II**

Noise - Sound - Music and its elements - Nature of sound - Properties of sound waves - Amplitude - Frequency and phase - Noise – Octave – Harmonics - Tones - Semi tones - Human ear - Perception of loudness, pitch and direction

**Unit III**

Musical Styles and Genres - Indian and Western Classical (Cartnatic, Hindustani and Symphony) - Contemporary Styles - Pop - Rock - Jazz - Blues - Hip hop - Mash up - Instruments used in different genres of music

## Unit IV

Art and craft of matching - Art of listening - Music and culture - Music and imagination - Sound and emotions - Sound and music production: Introduction to Multi track recording - Recording - Editing - Mixing and Mastering

## Unit V

Music theory - Virtual instruments VST - General MIDI standards - Introduction to MIDI sequencing - Editing MIDI - Sound Design for various visual genres - Recent application of sound among youth

### Evaluation Pattern:

End of the semester exams will be conducted for 60 marks. Practical project will be given for 40 marks. The marks obtained will be added up.

### Reference Books:

1. Kahra Scott-James, 2018, Sound Design for Moving Image, Bloomsbury Academic, New York, USA
2. Jay Rose, Producing Great Sound for Film and Video: Expert Tips from Preproduction to Final Mix 4th Edition, 2014, Routledge, United Kingdom.
3. Anthony Cocciolo, 2017, Moving Image and Sound Collections for Archivists, Society of American Archivists, North America.
4. David Stone, 2016, Hollywood Sound Design and Movie sound Newsletter: A Case Study of the End of the Analog Age, Routledge, United Kingdom
5. Joseph John Findlay, 2016, Sound and Symbol: A Scheme of Instruction, Introductory to School Courses in Modern Languages and Shorthand, Palala Press, U.K.

Bloom's Taxonomy	Course outcomes				
	CO 1	CO 2	CO 3	CO 4	CO 5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing				4	
K5: Evaluating					5
K6: Creating					5

Mean: 4

**BVC 2427**

**Practical Photography**

**4 Hours / 4 Credits**

**Course Objectives:**

This course aims to provide practical experience in photography. It also aims to focus on the applications of lighting, filters, lenses, resolution and composition in photography. In addition, it aims to provide hands on experience in taking photo with necessary lens, lightings and ethical standards of photojournalism

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the applied concepts of photography
- ii. Explain the basics, working and usage of camera
- iii. Use different lens, lightings and filters
- iv. Compare and evaluate effects on photographs with different shutter speed, aperture, ISO and depth of focus
- v. Develop photographs by using software

**Unit 1**

Rule of third - Composition - Perspective - Portraiture - Landscape

**Unit II**

Over exposure - Under exposure - Photography with different types of lens (Normal lens, Wide angle lens and Telephoto lens)

**Unit III**

Product photography - Lighting for product - Product photography with model - Portraiture - Landscape - Street photography - Candid photography - Fashion photography

**Unit IV**

Photo Journalism – Definition – Advantages - Ethics of photo journalism

**Unit V**

Street photography - Candid Photography - Fashion photography - Product photography

### Evaluation Pattern:

Assessment I and Assessment II will be evaluated for a total of 50 marks (for each assessment 25 marks). Presentation in record note will be evaluated for 25 marks. External exam will be conducted for 25 marks. The obtained marks in Assessment I, Assessment II, Record note and External exam will be added up.

### Reference Books:

1. Bryan Peterson, Understanding Exposure : How to shoot great Photographs with any camera, Amphoto Books, 2016, Fourth Edition, New York
2. Al Judge, 2014, Mastering Aperture, Shutter speed, ISO and Exposure, Create Space Independent Publishing Platform
3. Arnold Wilson, 2001, Nature Photography: Location and studio Workshop, Fountain press Newpro UK Limited, UK
4. Vivien Morgan, 2008, Practising video Journalism, Routledge

Bloom's Taxonomy	Course outcomes				
	CO 1	CO 2	CO 3	CO 4	CO 5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing				4	
K5: Evaluating					5
K6: Creating					5

Mean: 4

**BVC 2524**

**Screen Writing**

**5 Hours / 5 Credits**

**Course Objectives:**

This course intends to provide practical experience in screen writing. It also intends to focus on the applications of story development, character building and script format. In addition, it intends to provide hands on experience to write script for advertisement, public service announcement, print media, visual media and short films

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the applied concepts of script writing
- ii. Explain different script formats
- iii. Apply different elements to write scripts
- iv. Compare and evaluate scripts of different media
- v. Create new scripts for different media

**Unit I**

Story telling: Story - One line story - Story development

**Unit II**

Screenplay - Character building in film - Time and space - Point of view

**Unit III**

Types of script formats: Full script - Semi script - Show down and run down sheet - Shooting script: Shot break down - Scene Breakdown

**Unit IV**

Writing for Print Media: Articles – News – Feature - Writing for Radio: News – Drama – Interviews – Documentary - Writing for visual media for various television programmes: News - Reality show – Interview – Discussion – Serials - TV Documentary

## Unit V

Story Board - Writing for PSA (Public Service Announcement) - Writing for Short films and advertisement.

### Evaluation Pattern:

Assessment I and Assessment II will be evaluated for a total of 50 marks (for each assessment 25 marks). Presentation in Record note will be evaluated for 25 marks. External exam will be conducted for 25 marks. The obtained marks in Assessment I, Assessment II, Record note and External exam will be added up.

### Reference Books:

1. Blackesynder, 2009, Save the Cat! Strikes back Save the Cat ! Press,
2. Syd Field, 2006, The screenwriter's problem solver: How to recognize, identify, and define screenwriting problems, Bantam Dell
3. David Tottier, 2014, The Screenwriter's bible: A complete Guide to Writing, formatting, and selling your script, Sixth Edition, Silman James Press, Los Angeles, USA
4. Jason Lee, 2017, The Psychology of Screenwriting: Theory and Practice, Bloomsbury Academic Press, New Delhi, India
5. Paul Gulino, 2018, The Science of Screenwriting: The Neuroscience behind Storytelling Strategies, Bloomsbury Academic
6. Paul Chitlik, 2013, Rewrite 2nd Edition: A Step-by-Step Guide to Strengthen Structure, Characters, and Drama in your Screenplay, Michael Wiese Productions, San Fransisco.

Bloom's Taxonomy	Course outcomes				
	CO 1	CO 2	CO 3	CO 4	CO 5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing				4	
K5: Evaluating					5
K6: Creating					5

Mean: 4



**BVC 2432**

**Audio Production**

**4 Hours / 4 Credits**

**Course Objectives:**

This course aims to provide practical experience in audio production. It also aims to focus on the usage of music theory, editing MIDI, recording and stereo audio processing in audio production. In addition, it aims to provide hands on experience in production, post production and dubbing process

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the current concepts of audio production
- ii. Explain music theory and MIDI
- iii. Implement VST to give audio effects to digital audio
- iv. Compare compressed audio and uncompressed audio
- v. Evaluate and plan for audio recordings

**Unit I**

Introduction to audio recording - Studio equipments: Microphones - Consoles - Recorders - Reference Studio Monitors - Audio interfaces - Effects processors - Audio cables - Interconnects - Patch bays - Studio configuration.

**Unit II**

Basic music theory - Virtual instruments VST - Introduction to MIDI sequencing - Editing MIDI - Workflow in sound and music production: Computer configuration and specifications - Introduction to DAW

**Unit III**

Acoustics - Recording, editing and mixing - Stereo audio processing - Compressed and uncompressed audio - Audio affects - Delay - Reverb - Distortion - Working in various operating systems

## Unit IV

Production: Location sound recording - Equipment and specifications - Daily logs - Locked cut - Sound isolation and treatment - Reverberation time - Room dimensions

## Unit V

Post production: Video editing - Dubbing - Effects and Foley recording - Background score - Premixes - Final mix - Presentation formats: Mono - Stereo

### Evaluation Pattern:

Continuous assignment marks will be given on the basis of practical seminars conducted in the lab. End of the semester exam will be based on projects conducted in the lab and will be evaluated for 100 marks.

### Reference Books:

1. Kahra Scott-James, 2018, Sound Design for Moving Image, Bloomsbury Academic, New York, USA
2. Jay Rose, 2014, Producing Great Sound for Film and Video: Expert Tips from Preproduction to Final Mix 4th Edition, Routledge, United Kingdom.
3. Anthony Cocciolo, 2017, Moving Image and Sound Collections for Archivists, Society of American Archivists, North America.
4. David Stone, 2016, Hollywood Sound Design and Movie sound Newsletter: A Case Study of the End of the Analog Age, Routledge, United Kingdom

Bloom's Taxonomy	Course outcomes				
	CO 1	CO 2	CO 3	CO 4	CO 5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing				4	
K5: Evaluating					5
K6: Creating					5

Mean: 4

**Course Objectives:**

This course intends to introduce the basic concepts of development communication and theories of communication. It also intends to focus on the models of development communication, role of media for rural development and role of traditional media for social change. In addition, it intends to provide the contemporary concepts of normative theories of mass media and general theories of media and society.

**Learning Outcomes:****At the end of the course the students will be able to:**

- i. Recognize the basic concepts of development communication and theories of  
Communication
- ii. Describe the theories of media and society
- iii. Employ folk forms and modern media for rural development
- iv. Compare different aspects of communication and development communication and  
Evaluate theories of media and society
- v. Prepare media like poster, handbill, PSA and brochures to create awareness

**Unit I**

Introduction to development - Developmental issues - Development indicators - Role of Communication in development - Role of Everett Rogers

**Unit II**

Development Communication - Need for development Communication - Differences between communication and development communication - Using folk forms for social change

**Unit III**

Media for rural development - Radio and TV development programs - Modernization - Diffusion of Innovation - Self reliance - Participatory Communication

## Unit IV

Normative theories of Mass media: Authoritarian theory - Libertarian theory - Social Responsibility theory - Soviet Communist theory - Development media theory - Democratic participant media theory

## Unit V

Theories of Media and Society - Functionalist theory - Political theory - Economic theory - Development theory - Information theory and cultural theory

### Evaluation Pattern:

End of the semester exams will be conducted for 60 marks in theory part. Continuous Internal Assessment will be carried out for 40 marks. The marks obtained will be added up.

### Reference Books:

1. Thomas L. McPhail, 2009, Development Communication, A John Wiley & Sons Ltd., Publications, United Kingdom
2. Mita Rajpura, 2017, Development Communication, Cyber Tech Publications, New Delhi, India
3. Anjali Pahad, 2018, Corporate Social Responsibility & Development Communication, Manglam Publications, New Delhi, India
4. Stanley J. Baren, 1999, Introduction to Mass Communication, Mayfield Publications, London, UK
5. Dennis Mc Quail, 2010, Mass Communication Theory, Sixth Edition, Sage Publication, New Delhi, India

Bloom's Taxonomy	Course outcomes				
	CO 1	CO 2	CO 3	CO 4	CO 5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing				4	
K5: Evaluating					5
K6: Creating					5

Mean: 4

**BVC 2534**

**Fiction and Film**

**6 Hours/ 6 Credits**

**Course Objectives:**

This course is aimed at introducing the basic concepts of fiction and film. It is also aimed at concentrating on the narrative structure, visual narratives and character building of fiction and film. In addition, it is aimed at providing the contemporary concepts of adaptation, transformation and improvisation

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize basic concepts of fiction and film
- ii. Explain narrative structure of fiction and film
- iii. Apply elements for writing scripts
- iv. Compare narrative structure of play, novel and short story
- v. Critique by watching the short films of BaluMahendra

**Unit I**

History of cinema - Principles of film - Narrative form and non - formative form - Dividing a film into genres: Language – Style - Grammar - Syntax

**Unit II**

Understanding various narrative structures - Epic - Folktales - Short stories - Novel - Drama - Elements of visual narratives: Plot – Theme – Character – Settings - Point of view - Scenes and Sequences

**Unit III**

Character building: Time - Space - Action - Character Checklist: Physical data - Sociological data - Psychological data - Dialogue - Text - Sub text - Screenplay

**Unit IV**

Elements of Adaptation - Transformation and Improvisation from fiction to film

## Unit V

World Cinema: Charles Dicken's Oliver Twist - Alice Walker's Colour Purple

Indian Cinema: BaluMahendra's KathaiNeeram - Short stories - Short films - Selected short films

### Evaluation Pattern:

End of semester exams will be conducted for 100 marks

### Reference Books:

1. Richard MeranBarsam, 1992, Nonfiction film: A Critical History, Indian University Press, New Delhi, India
2. Deborah Cartmell, I.Q.Hunter, Heidi Kaye, Imelda Whelehan, 2000, Classics in film and fiction, Pluto Press,
3. David Bordwell, 1985, Narrative in the fiction film, University of Wisconsin Press,
4. Linda Serger, 1992, Art of Adaptation: Turning Fact and Fiction into Film, First Edition, Owl Books, New York, USA
5. Blain Brown, 2016, Cinematography: theory and practices: image making for cinematographers and directors, Routledge
6. David Landau, 2014, A&C Black, Lighting for Cinematography: A Practical Guide to the Art and Craft of Lighting for the Moving Image, Routledge

Bloom's Taxonomy	Course outcomes				
	CO 1	CO 2	CO 3	CO 4	CO 5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing				4	
K5: Evaluating					5
K6: Creating					

Mean: 3

**BVC 2536**

**Video Editing**

**4 Hours / 5 Credits**

**Course Objectives:**

This course aims to provide practical experience in video editing. It also aims to focus on the applications of on line editing, offline editing, titling, dubbing and recording in video editing process. In addition, it is aimed to provide hands on experience to edit advertisements, public system announcements, promos, documentary and films

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize practical concepts of video editing
- ii. Explain video editing techniques
- iii. Apply software for titling, dubbing and recording
- iv. Compare and evaluate online editing and offline editing
- v. Develop short film and documentary

**Unit I**

Editing Basic (cut, trim and transitions)

**Unit II**

Types of Editing (Linear editing and nonlinear editing)

**Unit III**

Online Editing, off line Editing

**Unit IV**

Titling, Effects

**Unit V**

Dubbing, Rerecording

**Evaluation Pattern:**

Assessment I and Assessment II will be evaluated for a total of 50 marks (for each assessment 25 marks). Presentation in Record note will be evaluated for 25 marks. Viva voce will be conducted for 25 marks.

**Reference Books:**

1. Robert M, 2002, Coodman& Patrick McCrath, Editing Digital Video
2. Gorham Kindem & Robert B. Musburgerm, 2005, Introduction to Media Production: The path to digital media production, Focal press, Burlington
3. Michael K. Hughes, 2012 Digital Filmmaking for Beginners A Practical Guide to Video Production

<b>Bloom's Taxonomy</b>	<b>Course outcomes</b>				
	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>
<b>K1: Remembering</b>	<b>1</b>				
<b>K2: Understanding</b>		<b>2</b>			
<b>K3: Applying</b>			<b>3</b>		
<b>K4: Analyzing</b>				<b>4</b>	
<b>K5: Evaluating</b>					<b>5</b>
<b>K6: Creating</b>					<b>5</b>

**Mean: 4**



**Course Objectives:**

This course is designed to introduce the applied concepts of cinematography. It is also designed to focus the role of camera, camera angles, lighting techniques and application rules in cinematography. In addition, it is designed to provide the contemporary concepts of operating cameras, lighting techniques and fixing camera angles.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize practical concepts of cinematography
- ii. Explain production processes in cinematography
- iii. Employ composition rules and color balance in production process
- iv. Compare the effects of lighting, camera angles and camera movements
- v. Evaluate the course of action in cinematography

**Unit I**

Camera and still pictures - Illusion of movement - Different types of cameras – SLR – DSLR - Mirror less - Movie cameras - Optical film cameras - Standardization of frames - Film formats - 16mm - 35mm - 70mm.

**Unit II**

Camera lens vs. Human eye- Types of lens - Normal lens- Wide angle lens - Telephoto lens - Prime lens - Focus points - Aperture - Shutter speed - Depth of field - Circle of confusion- Aspect ratio - White balancing

**Unit III**

Composition Rules - Framing - Rule of third - Composition language - Lines - Horizontal - Vertical - Diagonal, centrifugal, centripetal - Forms - Shape - Masses - Color balance - Primary and secondary color - Light and mixing of colors - Shadow art - Perspective.

**Unit IV**

Camera angles - Eye level - High angle - Low angle - Bird's eye view - Worm eye view (or) Fish eye view - Types of shots - Camera movements - Panning - Tilt - Trolley dolly – Crane – Jib - Steady cam - Follow focusing - Uses of filters : Black and white filters - Color filters - Light measuring equipments – Script writing

## Unit V

Lighting techniques- Lighting equipment – Tungsten – Incandescent – CFL – HMI – LED - Color temperature - Measurement of lights - Various types of lights - HMI/Par lights - Flash light - Bounce lighting – Skimmer – Reflector – Diffuser - Use of color lights - Lights interpretations

## Evaluation Pattern:

End of semester exams will be conducted for 100 marks

## Reference Books:

1. Blain Brown, 2016, Cinematography: theory and practices: image making for cinematographers and directors, Routledge
2. David Landau, 2014, A&C Black, Lighting for Cinematography: A Practical Guide to the Art and Craft of Lighting for the Moving Image, Routledge
3. Bob Fisher and Lorenzo Codelli, 2013, Art of cinematography,
4. Richard MeranBarsam, 1992, Nonfiction film: A Critical History, Indian University Press, New Delhi
5. Deborah Cartmell, I.Q.Hunter, Heidi Kaye & Imelda Whelehan, 2000, Classics in film and fiction, Pluto Press

Bloom's Taxonomy	Course outcomes				
	CO 1	CO 2	CO 3	CO 4	CO 5
<b>K1: Remembering</b>	1				
<b>K2: Understanding</b>		2			
<b>K3: Applying</b>			3		
<b>K4: Analyzing</b>				4	
<b>K5: Evaluating</b>					5
<b>K6: Creating</b>					

**Mean: 3**

**BVC 3621**

**Television Production**

**6 Hours / 6 Credits**

**Course Objectives:**

This course is designed to introduce the basic concepts of television production. It is also designed to focus on procedures in connection with the preparation of television script, usage of mounting devices and utilization of mounting camera for production purpose. In addition, it is designed to provide the applied concepts of lighting, online editing and offline editing processes in television production.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize basic concepts of television production
- ii. Explain description of script for different television programs
- iii. Utilize the devices for television program production
- iv. Compare on screen sound and off screen sound
- v. Evaluate online editing and offline editing

**Unit I**

Television Standards - NTSC - PAL - SECAM - Television technology - Standard - HD - Production stages - Pre production - Production - Post production - Analog and Digital forms of television - Genres in Television - Understanding the television medium - Signs - Codes and functions of television.

**Unit II**

Television scripting - Types of scripting - Scripting for various programs in television - Story board - Set Design - Production crew and its functions.

**Unit III**

Camera - Introduction - Mounting devices - ENG and EFP Production - Single Camera Production - Multi-camera Production - Camera for various productions - Fiction - TV Serials - Reality show - Nonfiction - News - Interview - TV Documentary - Video journalism.

**Unit IV**

Lighting - Introduction - Its importance in television- Colour Temperature -Types of lighting - Chroma Key - Chrominance - Luminance - Sound Design - On screen sound and Off screen sound - Microphone - Types of microphone - Usage of microphone in various programs.

## Unit V

Editing - On line editing - Off line editing - Basic transitions - Television graphics - Titling - Special effects

### Evaluation pattern:

End of the semester exams will be conducted for 50 marks in theory part. Practical project will be given for 50 marks. The marks obtained will be added up.

### Reference Books:

1. Herbert Zettl, 2009, Television Production Handbook, Wordsworth Publication, New York, USA
2. Seema Hasan, 2013, Mass Communication : Principles and Concepts, CBS Publishers and Distributors Pvt. Ltd., New Delhi, India
3. Gerald Millerson, Jim Owens, 2008, Video Production Handbook (Fourth Edition), Focal Press, Burlington, Canada
4. Charlotte Worthington, 2009, Basics Film making of Producing, AVA Publishing (UK) Ltd., Switzerland

Bloom's Taxonomy	Course outcomes				
	CO1	CO2	CO3	CO4	CO5
<b>K1: Remembering</b>	<b>1</b>				
<b>K2: Understanding</b>		<b>2</b>			
<b>K3: Applying</b>			<b>3</b>		
<b>K4: Analyzing</b>				<b>4</b>	<b>5</b>
<b>K5: Evaluating</b>					<b>5</b>
<b>K6: Creating</b>					

**Mean: 4**

**BVC 3529**

**Visual Analysis**

**5 Hours / 5 Credits**

**Course Objectives:**

This course aims to introduce the fundamental concepts of visual analysis. It also aims to concentrate on the applications of Marxian analysis, psychoanalytic criticism and psychoanalytic analysis of media. In addition, it aims to provide the applied concepts of sociological analysis and social media

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize basic concepts of visual analysis
- ii. Explain analytical techniques used in media
- iii. Apply social media for sociological and feminist analyses
- iv. Make comparison among different analytical techniques
- v. Evaluate the impacts of social media

**Unit I**

Semiotic Analysis : Social aspects of semiotics : Individual and society - Saussure on the science of semiology - Signs - Forms of signs - Connotation and Denotation - Syntagmatic analysis - Paradigmatic analysis - Codes - Cultural aspects of Codes

**Unit II**

Marxian Analysis: Materialism - Ideology - Consumer society - Hegemony - Grid Group analysis - Marxist Criticism in the postmodern world

**Unit III**

Psychoanalytic Criticism: Conscious - Sexuality - Oedipus complex - Media and Oedipus complex: Id - Ego - Superego - Aggression and Guilt - Freud and Beyond - Psychoanalytic analysis of Media

## Unit IV

Sociological analysis: Bureaucracy - Ethnicity - Mass society - Postmodernism- Sex and Gender  
- Socialization - Stereotypes - Values

## Unit V

Cell phone, Social media and Problem of identity: Social media - Metaphors - Advertising  
analysis

### Evaluation Pattern:

End of semester exams will be conducted for 100 marks.

### Reference Books:

1. Arthur Asa Berger, 2012, Media Analysis Techniques, Sage Publications, New Delhi, India
2. Marcell Denesi, 2004, Messages, Signs and Meanings, Canadian Scholars Press Inc. Torond, Canada
3. Gillian Rose, 2012, Visual Methodology, Sage Publications India Pvt. Ltd., New Delhi, India
4. Kunther Kress, 2006, Reading Images: The Grammar of Visual Design, Routledge, New York, USA
5. Monaco, 2009, How to read a film: Movies Media and Beyond (Fourth Edition), Oxford University Press, New York, USA

Bloom's Taxonomy	Course outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing				4	
K5: Evaluating					5
K6: Creating					

Mean: 3

**Course Objectives:**

This course intends to provide practical experience in 2D animation. It also intends to focus on the applications of animation with reference to creating story board, editing symbols and developing frame by frame animation. In addition, it intends to provide the applied concepts of web banner creation, icons creation and app creation

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize practical concepts of 2D Animation
- ii. Explain tools, techniques and types of animation
- iii. Employ software Adobe Flash for frame by frame animation
- iv. Apply and evaluate with web color and web pages for web banner creation
- v. Develop icons and app

**Unit I**

Introduction to Animation - Computer animation - Principles of Animation - Animation Production - Animation tools and techniques - Computer animation production tasks.

**Unit II**

Types of animation- Introduction to 2d animation - Creating Story Board - Overview of Adobe Flash - Explore the panels - Creating and editing the symbols - Writing a basic Action Script.

**Unit III**

Frame by frame animation - Motion tweening - Shape tweening - Creating a mask - Creating a button - Motion guide and motion guide path

**Unit IV**

Introduction to Interactive Multimedia - About Internet - Basic HTML Scripting - Web colors - Developing interactive web pages - Web banner creation

**Unit V**

Icons and app creation (logo) - Text more on flash - Create a glowing text - Jumping letters - Converting Flash file into MOV file.

**Project Outline:**

- 2D Product Ad
- Portfolio
- Web designing (Front Page)

**Evaluation Pattern:**

Students should maintain two records. One record should be maintained for class work and another record should be maintained for homework. On the basis of presentation in records, the continuous internal assessment will be carried out for 25 marks. Practical exams will be conducted for 75 marks. The obtained marks will be added up.

**Reference Books:**

1. Satish Jain, 2016, Adobe Flash Professional CS6 Training Guide (First Edition), BPB Publications, New Delhi, India
2. DT Editorial Service, 2016, Animation 2D Digital: Advanced. 3G E-Learning (First Edition), Dream tech Press - Books & Education solutions, New Delhi, India
3. DT Editorial Service, 2016, HTML5 Black Book (Second Edition), Dream tech Press - Books & Education solutions, New Delhi, India

<b>Bloom's Taxonomy</b>	<b>Course outcomes</b>				
	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>K1: Remembering</b>	<b>1</b>				
<b>K2: Understanding</b>		<b>2</b>			
<b>K3: Applying</b>			<b>3</b>		
<b>K4: Analyzing</b>				<b>4</b>	
<b>K5: Evaluating</b>				<b>4</b>	
<b>K6: Creating</b>					<b>5</b>

**Mean: 3.8**



**BVC 3627**

**Media Production**

**6 Hours/ 6 Credits**

**Course Objectives:**

This course is designed to provide practical experience in media production. It is also designed to focus on the applications of media production in connection with photography, cinematography and editing process. In addition, it is designed to provide the applied concepts of producing ad film, documentary and radio program.

**Learning Outcomes:**

**At the end of the course the students will be able**

- i. Recognize practical concepts of media production
  - ii. Explain applications of photography and cinematography
  - iii. Use camera to take photos in different fields
  - iv. Compare and check different formats of editing
  - v. Plan for radio program, ad film and documentary

**Unit I**

Photography and cinematography (Creative wedding photography and nature photography)

**Unit II**

Usage of lightings, exposure and filters in Photography

**Unit III**

Editing techniques (Audio Video Editing, Transitions, Titling, Visual Effects)

**Unit IV**

Ad film and documentary (Tele Film, Documentary on social issues)

**Unit V**

Radio program and Print media production

**Evaluation Pattern:**

Assessment I and Assessment II will be evaluated for a total of 50 marks (for each assessment 25 marks). Presentation in Record note will be evaluated for 25 marks. Viva voce will be conducted for 25 marks. The obtained marks in Assessment I, Assessment II, Record note and Viva voce will be added up.

**Reference Books:**

1. Charlotte Worthington, 2009, Basics Film making of Producing, AVA Publishing (UK) Ltd, Switzerland
2. Gorham Kindem, Robert B. Musburger, 2005, Introduction to Media Production : The path to digital media production, Focal press, Burlington, Canada
3. Well Being Publishing House, DSLR for Beginners, 2015, Kindle Edition
4. Al Judge, 2014, Understanding DSLR Lenses, Subtle Vision Media, Kindle Edition
5. Michael K. Hughes, Digital Filmmaking for Beginners A Practical Guide to Video Production, 2012

<b>Bloom's Taxonomy</b>	<b>Course outcomes</b>				
	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>K1: Remembering</b>	<b>1</b>				
<b>K2: Understanding</b>		<b>2</b>			
<b>K3: Applying</b>			<b>3</b>		
<b>K4: Analyzing</b>				<b>4</b>	
<b>K5: Evaluating</b>					<b>5</b>
<b>K6: Creating</b>					<b>5</b>

**Mean: 4**

**BVC 3225**

**Practical Theatre**

**3 Hours/ 2 Credits**

**Course Objectives:**

This course intends to provide basic concepts of theatre, forms of theatre and practical theatre. It also intends to focus on the applications of body, mind and voice coordination through games and exercises. In addition, it intends to provide hands on experience not only to create script through folk tales but also to work with scripts.

**Learning outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize basic concepts of practical theatre
- ii. Explain importance of games and exercises
- iii. Apply body, mind and voice coordination for physical and mental improvements
- iii. Analyze various theatre forms and check the plays by working with the scripts
- v. Plan to create script for folktales and short stories

**Unit I**

Games for actors - Games for improving imagination - Concentration - Team spirit - Spontaneity

**Unit II**

Body, Mind and Voice Coordination through games and exercises

**Unit III**

Various theatre forms - Traditional - Proscenium and other experimental theatre forms

**Unit IV**

Creating scripts through folk tales - Short stories - Poetries - Issues and incidents

**Unit V**

Play: Working with scripts - Planning rehearsals - Performances

### **Evaluation Pattern:**

Assessment I and Assessment II will be evaluated for a total of 50 marks (for each assessment 25 marks). Individual exercises and group performances will be evaluated for a total of 25 marks.

Practical exam will be conducted for 25 marks. The obtained marks will be added up.

### **Reference Books:**

1. Se. Ramanujam, 2003, NaadakakKatturaigal (Compiled by C. Annamalai), Kaavya Publishers, India
2. Gill Foreman, 2009, A Practical Guide to working in Theatre (First Edition), A& C Black Publishers, London,UK
3. Sally Mackey, 1997, Practical Theatre (First Edition), Nelson Thomas, Cheltenham,
4. Alison Oddey, 1996, Devising Theatre: A Practical and Theoretical Handbook, First Edition, Routledge, New York, USA

<b>Bloom's Taxonomy</b>	<b>Course outcomes</b>				
	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>K1: Remembering</b>	<b>1</b>				
<b>K2: Understanding</b>		<b>2</b>			
<b>K3: Applying</b>			<b>3</b>		
<b>K4: Analyzing</b>				<b>4</b>	
<b>K5: Evaluating</b>				<b>4</b>	
<b>K6: Creating</b>					<b>5</b>

**Mean: 3.8**

**BVC 3200**

**Environmental Studies**

**4 Hours / 2 Credits**

**Course Objectives:**

This course is aimed at introducing the basic concepts of environment. It is also aimed at focusing the role of sustainable energy for environmental protection. In addition, it is aimed at providing the contemporary concepts of environmental pollution, global effects of environmental pollution and awareness through documentaries and feature films relating to environmental protection.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the basic concepts of environment
- ii. Explain the sustainable development
- iii. Use media for environmental awareness
- iv. Analyze the effects of environmental pollution
- v. Develop script for environmental documentary and feature film

**Unit I**

Introduction - Multidisciplinary nature of environmental studies - Basics of Lithosphere - Hydrosphere - Biosphere

**Unit II**

Sustainable energy - Solar energy - Energy from earth's forces - Energy from biomass - Nuclear energy - Use and overexploitation - Energy crisis - Deforestation - Afforestation measures

**Unit III**

Ecosystem - Structure - Function - Pond ecosystem - Grass land ecosystem - Food chain - Food web - Energy flow pyramid

**Unit IV**

Biodiversity -Ecosystem diversity - Hotspots -Eco tourism -Pollution - Water pollution - Air pollution -Land Pollution -Global warming - Acid rain - Ozone depletion

## **Unit V**

Media Environment -Global environmental issues and media responses - Documentaries and feature film relating to environment

### **Evaluation Pattern:**

End of semester exams will be conducted for 100 marks.

### **Reference Books:**

1. ErachBharucha, 2006, Environmental studies for Undergraduate Courses, University Press
2. Misra& Pandey, 2016, Essential Environmental Studies (Fourth Edition), Ane Books Pvt. Ltd., New Delhi, India
3. Rabindranath Barajunayak, 2016, Assessment of Environmental Education, S.K. Book Agency, New Delhi, India
4. Mary K. Theodore & Louis Theodore, 2018, Introduction to Environmental Management, CRC Press, Taylor & Francis Group, New York, USA

<b>Bloom's Taxonomy</b>	<b>Course outcomes</b>				
	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>
<b>K1: Remembering</b>	<b>1</b>				
<b>K2: Understanding</b>		<b>2</b>			
<b>K3: Applying</b>			<b>3</b>		
<b>K4: Analyzing</b>				<b>4</b>	
<b>K5: Evaluating</b>					
<b>K6: Creating</b>					<b>5</b>

**Mean: 3**

**BVC 3632**

**Media Laws & Ethics**

**6 Hours/ 6 Credits**

**Course Objectives:**

This course intends to introduce the basic concepts of media laws and ethics. It also intends to focus on the usage of acts related to book, press, and telegraphy, copy right, official secrets and indecent representation of women prohibition, Indian Penal Code and press council. In addition, it intends to provide the current concepts not only on code of ethics of Radio, TV and Cinema but also on impact of new media, cyber crimes and cyber laws.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the basic concepts of laws and ethics of media
- ii. Explain the fundamental rights and important acts
- iii. Use the code of ethics of different media
- iv. Analyze the ethics in advertising and ethics of public relations
- v. Evaluate the ethical codes of new media and plan for their implementation

**Unit I**

Indian Constitution - Fundamental Rights - Right to Information - Freedom of Press - Contempt of Court - Defamation - Libel and Slander

**Unit II**

Press and Registration of Books Act - Indian Telegraphy Act - Copy right Act - Official Secrets Act - Indecent Representation of Women (Prohibition) Act - Indian Penal Code - Press Council

**Unit III**

Ethics of Advertising & Public Relations - Ethics in Advertising - ASCI (Advertising Standards council of India) Code - Ethics of Public Relations

#### **Unit IV**

Code of ethics of Radio and TV and Cinema - Chanda Committee - Verghese Committee - Ethics of Broadcasting - CBFC - Film Censorship – Prasar Bharathi – Vividh Bharathi - Joshi Committee - Broadcast Regulation Bill (2007) - Cable TV Act

#### **Unit V**

Cyber laws - Impact of Internet and Web - Plagiarism - Obscenity and Indecency - Social Networking - Cyber crime

#### **Evaluation Pattern:**

End of semester exams will be conducted for 100 marks.

#### **Reference Books:**

1. Yashada, Right to Information Act 2005, 2006, Tata McGraw- Hill Publishing Company Limited, New Delhi
2. Paranjy Guha Thakurta, Media Ethics, 2012, Oxford University Press, New Delhi
3. Shweta Jaswal Vikram Singh Jaswal, Cyber Crime and Information Technology Act 2000, 2014, Oxford University Press, New Delhi
4. Kant Mani, A Practical Approach to Cyber Laws, 2017, Kamal Publishers, New Delhi

<b>Bloom's Taxonomy</b>	<b>Course outcomes</b>				
	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>
<b>K1: Remembering</b>	<b>1</b>				
<b>K2: Understanding</b>		<b>2</b>			
<b>K3: Applying</b>			<b>3</b>		
<b>K4: Analyzing</b>				<b>4</b>	
<b>K5: Evaluating</b>					<b>5</b>
<b>K6: Creating</b>					<b>5</b>

**Mean:4**



**Course Objectives:**

This course aims to provide hands on experience in 3D animation. It also aims to focus on the applications of Maya, texturing and lighting in animation. In addition, it aims to provide the applied concepts of global illumination, final gathering, creating particles and visual effects in animation.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the basic concepts of 3D Animation
- ii. Explain the effects of lights and shadows
- iii. Use the software Maya for modeling
- iv. Apply and evaluate 2D animation and 3D animation
- v. Design digitally animated images

**Unit I**

Introduction to Maya - Modeling - Tools for Modeling - Create Basic Modeling - Poly modeling

**Unit II**

Shading - Ramp shader and Ocean shader - 2d and 3d textures for UV mapping

**Unit III**

Application of Maya - Lights and Shadows - Texturing and lighting

**Unit IV**

Mental ray -Global illumination -Final Gathering - Creating particles

**Unit V**

Visual effects (dynamics) - Introduction Fluids - Fields- Soft and Rigid Bodies - Effects - Rigging Basics

**Evaluation Pattern:**

Students should maintain two records. One record should be maintained for class work and another record should be maintained for homework. On the basis of presentation in records, the continuous internal assessment will be carried out for 25 marks. Practical exams will be conducted for 75 marks. The obtained marks will be added up.

**Reference Books:**

1. DariushDevakhshani, Introducing Maya, John Willy and Sons, New Delhi, 2010.
2. Kelly L. Murdock, Autodesk Maya 2018 Basics Guide, First Edition, 2017, SDC Publications
3. Lee Lanier, Aesthetic 3D Lighting: History, Theory and Application, First Edition, 2018, Routledge Publisher
4. Tina O'Hailey, Maya Animation and Rigging Concepts, Second Edition, 2018, Routledge Publisher

<b>Bloom's Taxonomy</b>	<b>Course outcomes</b>				
	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>
<b>K1: Remembering</b>	<b>1</b>				
<b>K2: Understanding</b>		<b>2</b>			
<b>K3: Applying</b>			<b>3</b>		
<b>K4: Analyzing</b>				<b>4</b>	
<b>K5: Evaluating</b>				<b>4</b>	
<b>K6: Creating</b>					<b>5</b>

**Mean: 3.8**

**BVC 3532**

**Internship**

**5 Hours/ 5Credits**

**Course Objective:**

This internship intends to provide hands on experience in print, electronic and new media. It also intends to focus on the applications of the role of editor, cinematographer, camera man, and script writer and production manager. In addition, it intends to provide hands on experience to create script, edit shots, design layout and take photos in different fields.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the basic concepts of internship
- ii. Explain the importance of internship
- iii. Implement skills in different platform
- iv. Analyze the gap between laboratory and land
- v. Evaluate a course of action in media and apply creativity

The Internship training takes the students to the next level of growth in their career giving them a chance to exhibit their talents. As the internship enacts as a platform for employment, the students get opportunities not only to continue their career but also to work of their own choice

The internship period is for a minimum of period of 300 hours. As soon as the internship is over, the acquired knowledge, experience and creativity of the students will be assessed so as to give a clear picture of where they stand in the growth ladder.

**Evaluation Pattern:**

The work will be assessed by both internal and external examiners for 75 marks. Subsequently, a vice voce will be conducted by the panel for 25 marks. The obtained marks shall be added up

<b>Bloom's Taxonomy</b>	<b>Course outcomes</b>				
	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>K1: Remembering</b>	<b>1</b>				
<b>K2: Understanding</b>		<b>2</b>			
<b>K3: Applying</b>			<b>3</b>		
<b>K4: Analyzing</b>				<b>4</b>	
<b>K5: Evaluating</b>					<b>5</b>
<b>K6: Creating</b>					<b>5</b>

**Mean: 4**

**Course Objectives:**

This course aims at providing hands on experience in short film making. It also aims at focusing on the applications of method of selection of story, development of script, camera movements, editing techniques and promotion of short film. In addition, it aims at providing hands on experience to produce short films.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the applied concepts of short film making
- ii. Explain the techniques used in short film making
- iii. Use the video camera to shoot and editing techniques to edit short films
- iv. Analyze and evaluate the scripts and editing techniques
- v. Plan to create script for short film and take short film

**Unit I**

Introduction to script (To develop a story board from an idea/concept)

**Unit II**

Writing script (scenes and shots)

**Unit III**

Basic camera movements

**Unit IV**

Editing Techniques (cuts, effects, transitions)

**Unit V**

Promote and share short film, film festival and social channels

**Evaluation Pattern:**

Assessment I and Assessment II will be evaluated for a total of 50 marks (for each assessment 25 marks). Presentation in Record note will be evaluated for 25 marks. Viva voce will be conducted for 25 marks. The obtained marks will be added up.

**Reference Books:**

6. Jill Neldes, Introduction to Film Studies, 2011, Routledge, New Delhi
7. Annette Kuhn & Guy Westwell, A Dictionary of Film Studies, 2012, Oxford University Press
8. Ahmed Omar, Studying Indian Cinema, Penguin, Auteur Publishing
9. Andre Bazin, What is Cinema? 2004, First Edition, University of California Press, USA
10. David Bordwell, Poetics of Cinema, 2007, First Edition, Routledge

Bloom's Taxonomy	Course outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing				4	
K5: Evaluating				4	
K6: Creating					5

**Mean:3.8**

**BVC 3 226**

**Art from Anything**

**3 Hours/ 2 Credits**

**Course Objectives:**

This course aims to provide hands on experience in art from anything. It also aims to focus on the methods for the preparation of greeting cards, dry flowers, dry leaves, miniature sculpture carvings, rubber castings, wall hangings and origami. In addition, it aims to provide the applied concepts to prepare art materials.

**Learning Outcomes:**

**At the end of the course the students will be able to:**

- i. Recognize the basic applied concepts of art from anything
- ii. Explain the methods of art making
- iii. Use papers, dry flowers, dry leaves and available materials to make the art
- iv. Analyze and evaluate process stages in making art from anything
- v. Design wall hangings, miniature and sculpture carvings and rubber castings

**Unit I**

Making greeting cards using handmade papers -Dry flowers -Dry leaves and any available materials

**Unit II**

Miniature Sculpture carvings -Candles -Soap, Chalk and Clay and from other available materials

**Unit III**

Rubber Castings -Reproducing ant figures and design

**Unit IV**

Wall Hangings- Decorative design using glass, wood, stain glass and cloth

**Unit V**

## Origami and paper craft

### Evaluation Pattern:

Assessment I and Assessment II will be evaluated for a total of 50 marks (for each assessment 25 marks). Presentation in Record note will be evaluated for 25 marks. Viva voce will be conducted for 25 marks. The obtained marks will be added up.

### Reference Books:

1. Joanna Lorenz, Harriet Lanzer, Make it yourself, Annes Publishing Limited, 1997.
2. Neelam Verma, Traditions: A Complete Book of Indian Arts and Crafts Motifs: Special Reference to Rangoli Design, English Edition Publishers and Distributors, 2005.
3. Elizabeth Cumming, Wendy Kaplan, The arts and crafts movement, Thames and Hudson, 1991.
4. Dona Z. Meilach, Creating Art from Anything: Ideas, Materials, Techniques, 1974

Bloom's Taxonomy	Course outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing				4	
K5: Evaluating					
K6: Creating				4	5

Mean: 3.8